



DairyTrace = Traceability

protection, prosperity, peace of mind.

DairyTrace is a national dairy cattle traceability program administered by Lactanet Canada in collaboration with Dairy Farmers of Canada (DFC).

Alongside DFC's proAction® initiative, DairyTrace provides protection, prosperity and peace of mind to the Canadian dairy industry and its customers.



Three Pillars of Animal Traceability

- 1 Premises Identification**
 The identification of sites where animals are born, kept, assembled or disposed.
- 2 Animal Identification**
 A unique lifetime identification number applied to each animal. (Ear Tags)
- 3 Record & Report Animal Movement**
 Reporting animal movement events using the premises and tag identifications.

This Program Guide reflects federal regulations and proAction® requirements for dairy producers across Canada. Regulations in some provinces may result in variations of procedures applicable to dairy producers in those provinces as well as non-producer affiliates involved in the dairy cattle traceability chain.

Customer Services

better support. better results.

DairyTrace offers two bilingual customer support centers throughout Canada.

Support for Provinces Outside of Québec



Support in Québec

Through Agri-Traçabilité Québec (ATQ)



Support Hours	Monday to Friday (EST) 8:00 am - 5:00 pm	Monday to Friday (EST) 8:30 am - noon & 1:00 pm - 4:30 pm
Phone	1-866-55-TRACE (1-866-558-7223)	1-866-270-4319 1-450-677-1757
Email	info@DairyTrace.ca	sac@atq.qc.ca
Fax	1-519-756-3502	1-866-473-4033
Mail	DairyTrace Customer Services P. O. Box 610 Brantford, Ontario N3T 5R4	DairyTrace / ATQ Customer Services 555, Roland Therrien boulevard, suite 50 Longueuil, Québec J4H 4E8
www.DairyTrace.ca		



660 Speedvale Avenue West, Suite 101
Guelph, Ontario, N1K 1E5



Reporting Options

the evolution of technology

From phone and mail, to a secure on-line portal and free mobile app, DairyTrace offers convenient options for reporting traceability events. To have access to the electronic tools, users must first create or activate a DairyTrace account and have access to mobile data or WiFi.

There are also other organizations and herd management software solutions that can assist with traceability reporting, such as dairy breed associations, Lactanet field staff, DairyComp, and Lac-T.



Options by Province

I Live in a Province Outside of Québec



I Live in Québec



On-Line Portal	www.portal.DairyTrace.ca	simplitrace.atq.qc.ca
Mobile App <i>install from Google Play or the App Store</i>	<p>DairyTrace</p>   <p>Mobile App User's Guide www.DairyTrace.ca/support/technical-support/</p>	<p>SimpliTRACE</p>   <p>Mobile App User's Guide www.atq.qc.ca/en/mobile</p>
Phone	1-866-55-TRACE (1-866-558-7223)	1-866-270-4319 or 1-450-677-1757
Paper Forms <i>download / print the form, complete it, and send it to us</i>	<p>Download Form www.DairyTrace.ca/resources/library/</p> <p> DairyTrace Customer Services P.O. Box 610 Brantford, Ontario, N3T 5R4</p> <p> info@DairyTrace.ca</p> <p> 1-519-756-3502</p>	<p>Download Form www.atq.qc.ca/en/forms</p> <p> DairyTrace / ATQ Customer Services 555, Roland Therrien boulevard suite 50 Longueuil, Québec, J4H 4E8</p> <p> sac@atq.qc.ca</p> <p> 1-866-473-4033</p>

Reporting for Non-Producer Affiliates

In addition to the above options, affiliates can continue to report traceability events to the Canadian Livestock Tracking System (CLTS). The dairy traceability data will be automatically transmitted to DairyTrace.

CLTS > www.canadaid.ca

assembly yards
abattoirs
auction facilities
calf growers
exhibitions / fairs
feedlot operators
exporters

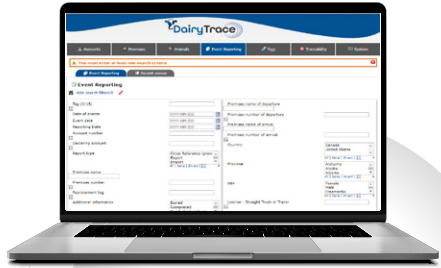
importers
intermediate sites
packing plants
terminal sites
transporters
veterinarians
others

DairyTrace Portal

safeguarding the dairy industry

Getting Started

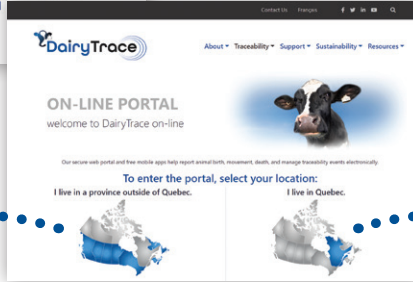
1 Visit www.DairyTrace.ca and Enter Portal



- Convenient and easy
- Reduce paperwork
- View history
- Activate tags*
- Enter or edit data*
- Report animal movements*
- Maintain animal inventory*
- Manage account*

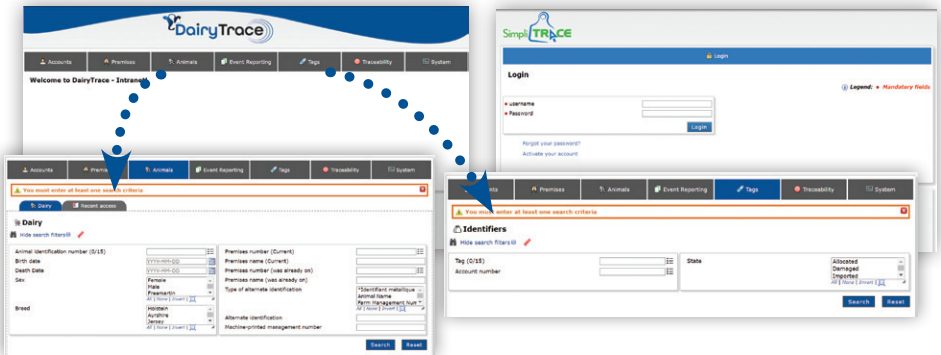
* using SimpliTRACE in Québec

2 Select Your Location



3 Activate Your Account and Explore the Portal

To activate, log-in with your DairyTrace User Name and Password. If you have not received your log-in details or you do not have an account, contact Customer Services and we can set one up.



We Are Here To Help

If you do not have access to our on-line reporting tools or you prefer to speak to a customer service agent, give us a call!



DairyTrace Mobile

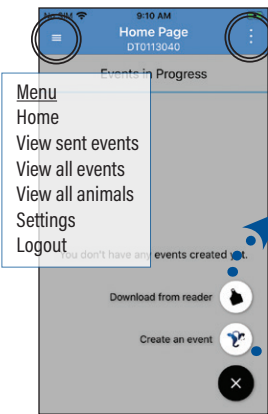
innovative solutions that simplify everyday life

Once you have created your DairyTrace account you can download and access the FREE mobile app.

- 1 Go to Your App Store on Your Mobile Device
- 2 Search and Install the DairyTrace App
- 3 Log-in with Your DairyTrace User Name and Password



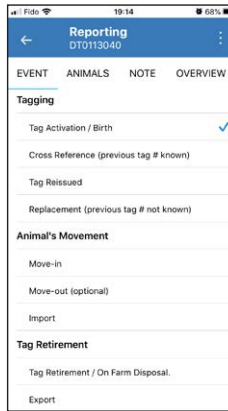
Device: version 4.4 or higher



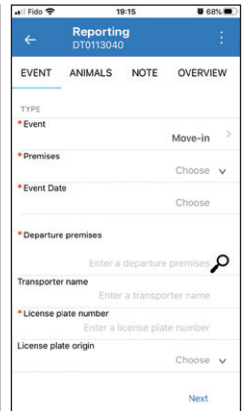
Submit reporting Sync data

To connect your electronic tag reader to your mobile device via bluetooth, refer to the Reader Connection Guide.

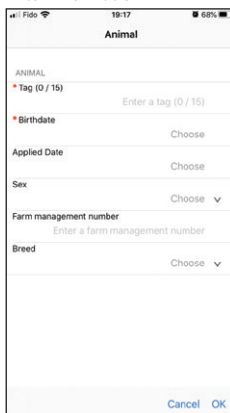
Choose Your Event



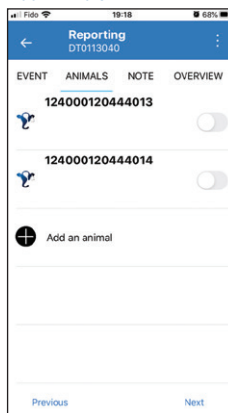
Animal Move-in



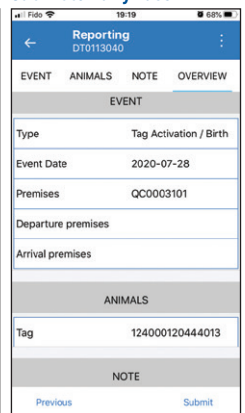
Enter Information



Add Animals



Submit to DairyTrace



Mobile App user guides can be found at www.DairyTrace.ca/technical-support.

Users are responsible for an internet connection, any data usage, and WiFi charges from their mobile service provider.



We Are Here To Help

If you do not have access to our on-line reporting tools or you prefer to speak to a customer service agent, give us a call!

Animal ID: TAGS

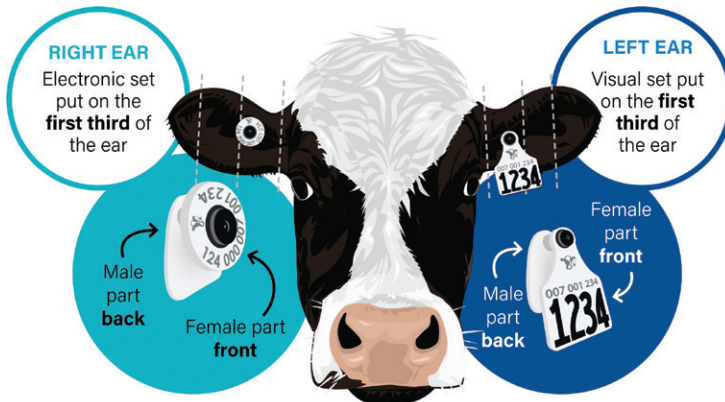
the backbone of traceability

All calves born on dairy farms across Canada are identified with a unique 15-digit ear tag that begins with the numbers "124". This number stays with the animal for its entire life, meets international ISO standards, and is recognized by the Canadian Food Inspection Agency (CFIA).



Recording and Reporting

- All **newborn calves** are tagged and **recorded** on-farm within seven (7) days of birth or before the animal leaves the farm of origin, whichever comes first;
- Tag activation must be **reported** to DairyTrace within 45-days of the animal's birth, or before the animal leaves the farm of origin, whichever occurs first. It is recommended to **activate tags the same day** that you apply the tags so the traceability chain can begin;
- **Tag retirement** confirms that the animal has died or been exported and no longer needs to remain active in the system. Tag retirement must be **recorded** on-farm and **reported** to DairyTrace within seven (7) days of the event. If the tagged animals are disposed of off-farm, the rendering facility will **report** the retirement;
- **Imported animals** from the United States into Canada will have an "840" electronic dairy ear tag and they do not require a "124" Canadian tag unless the animal loses its tag.



Tag Placement for Retention

Placing tags in the slightly thicker and tougher part of the calf's ear ensures a tighter fit and reduces snags, while allowing animal growth.

Double Tagging

The ultimate goal of DairyTrace is double tagging of all dairy animals. Dual tag sets include an **RFID** electronic tag, ideally placed in the **right ear** of the animal, and a secondary panel tag placed in the left ear.

Animal ID: TAGS

your one-stop-shop to traceability

DairyTrace recognizes two distributors for dairy tags as well as accessories, such as applicators and RFID readers. Orders can be placed from the designated provider by location.

Tags are specifically allocated to the purchasing producer and cannot be exchanged or borrowed between family members or friends.



Order Options for Tags and Accessories

I Live in a Province Outside of Québec



I Live in Québec



Order On-Line	<p>Order from NLID Through Holstein Canada Account www.holstein.ca/EN/Home/Login</p> <p>Video Tutorial www.holstein.ca/Public/en/Services/NLID/NLID</p>	<p>Order from ATQ Through SimpliTRACE Account https://simplitrace.atq.qc.ca/</p> <p>Video Tutorial www.atq.qc.ca/en/tutorials</p>
Phone	<p>1-866-55-TRACE (1-866-558-7223) or 1-877-771-NLID (1-877-771-6543)</p>	<p>1-866-270-4319 or 1-450-677-1757</p>
Printable Form <i>download / print the form, complete it, and send it to us</i>	<p>Download Form www.holstein.ca/Public/en/Services/NLID/NLID</p> <p> DairyTrace/NLID Box 2065 Brantford, Ontario, N3T 5W5</p> <p> 1-519-756-3502</p> <p> info@DairyTrace.ca or order@NLID.org</p>	<p><i>Downloadable forms are not available.</i></p> <p><i>For additional information on tags, consult the following link:</i> www.atq.qc.ca/en/producers-stakeholders/forms</p>

Tag Replacement or Loss

When an animal loses their tag it must be replaced. If the same tag number can immediately be re-ordered, **reporting** is required once applied.

If an animal is re-tagged with a NEW number, **recording** and **reporting** is necessary within seven (7) days and will be cross-referenced to the previous identification.



New to DairyTrace

(*not applicable in Québec)

While dual tagging is optimal, DairyTrace has introduced a white single button RFID tag that may be used to identify calves born on a dairy farm that are destined to leave for the meat sector at a young age.

Animal Movement

reporting movement has never been easier

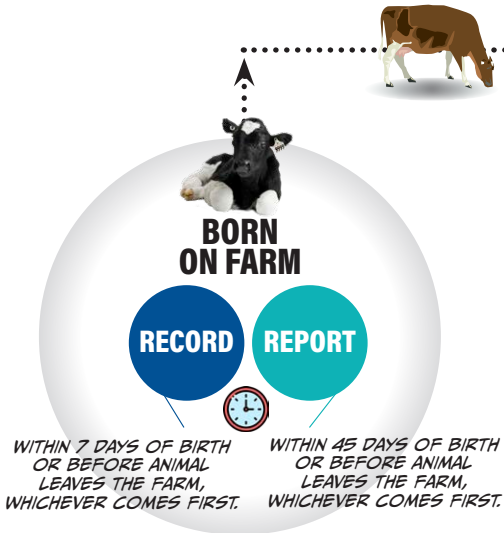
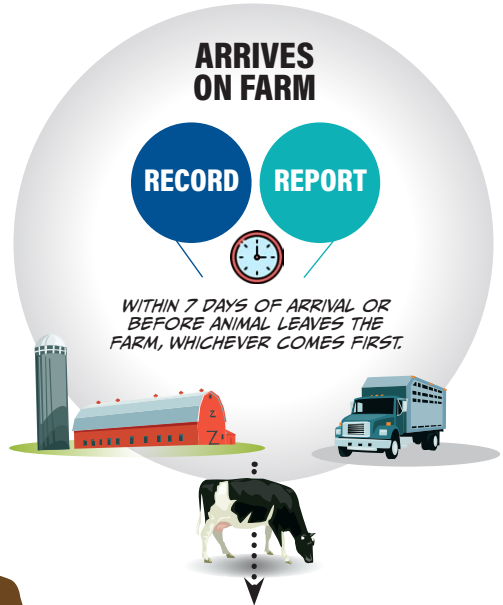
Animal movement between two sites of different ownership (premises-to-premises) must be reported to DairyTrace. In case of a disease outbreak or other emergency, officials can then identify exactly where the animal has been, with which other animals it has been in contact, and where it is now.

Recording and Reporting

When a dairy animal **arrives** at your farm, it is your responsibility to **record** and **report** the move-in event, including the:

- 15-digit animal ID number on the ear tag;
- Date of arrival/move-in;
- Premises ID (PID) of the arrival and departure points, including, but not limited to, the license plate of a transport vehicle.

Also, it is recommended good practice to **record** and **report** any animal **departure** from your farm.



Importing and Exporting

When **importing** animals from another country, to **record** and **report** movement you will need the address from where the animal departed from and the vehicle/trailer license plate number, as they will not have a recognized Premises ID.

When **exporting** animals to another country, the movement must be **recorded** and **reported** to DairyTrace. This includes the address where the animals were exported to and the vehicle/trailer license plate number.

Animal Movement

building trust in our supply chain



MOVEMENT

RECORD

REPORT



WITHIN 7 DAYS OF ARRIVAL
FOR DAIRY FARMERS.



AFFILIATES
assembly yards
abattoirs
auction facilities
calf growers
exhibitions / fairs
feedlot operators
importers / exporters
intermediate sites
packing plants
terminal sites
transporters
veterinarians
others



Dairy farmers are required to **record** and **report** all move-in events.

For example, if you take an animal to a show and then bring her back home, or your heifer is raised at another farm and returns home, you must **record** and **report** when that animal moves back in.

For affiliates, DairyTrace promotes the **recording** and **reporting** of all movement as a good practice.



EXPORT

RECORD

REPORT



WITHIN 7 DAYS
OF DEPARTURE FOR
DAIRY FARMERS,
OTHERWISE 30 DAYS.



Tag Retirement

When an animal dies and is disposed of on-farm, dairy farmers must **record** and **report** it to DairyTrace. If the deadstock is picked up by a renderer, the carcass needs to be tagged before it leaves the farm of origin (if not already done so) and death and disposal (tag retirement) are **reported** by the renderer.



DEATH

RECORD

REPORT



WITHIN 7 DAYS OF DEATH
FOR DAIRY FARMERS,
OTHERWISE 30 DAYS.



Partners

working collaboratively

Agricultural producers, dairy organizations, and representatives from industry and government are masters at collaborating and work collectively to identify and adopt best practices that benefit and protect farmers, dairy herds, consumers and the Canadian dairy industry.

Within traceability, this might involve how data is collected and transferred, the approval of tags, delivering customer service, deciding how to integrate technology and automate, as well as cultivating partnerships. Information exchange with partners provides convenient reporting options and data stewardship in one secure spot.

Provincial Dairy Associations

To receive more information and support on the proAction® program, contact your provincial dairy organization.

BC Dairy Association
BC Milk Marketing Board
Alberta Milk
SaskMilk
Dairy Farmers of Manitoba
Dairy Farmers of Ontario
Producteurs de lait du Québec
Dairy Farmers of Nova Scotia
Dairy Farmers of New Brunswick
Dairy Farmers of PEI
Dairy Farmers of Newfoundland and Labrador



Appreciation to Agriculture and Agri-Food Canada for funding through its Canadian Agricultural Partnership (CAP) program.

Record Keeping Tools

In addition to reporting to DairyTrace, record keeping is a requirement for all dairy producers and must be kept for a period of five (5) years and ten (10) years for farmers in Alberta.

There are many excellent tools to help with recording on-farm traceability events. For those that prefer paper, Lactanet's Logbook is perfect for manual event recording. There are also various herd management software solutions that record and also report directly to DairyTrace.

Breed Associations Can Help

If you register a calf with your breed association, which must be done before 45 days after birth, Holstein Canada will activate the tag on your behalf by reporting the animal information to DairyTrace as it is recorded in the national herdbook.

For registered animals that are imported to Canada from the United States, the owner can work with the breed association to report the import and movement event, as well as transfer herdbook data from the United States to be able to register future progeny.